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in  
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BEULAH BONDI • JANE BRYAN • ALAN HALE • DICK FORAN  
HENRY TRAVERS • PATRIC KNOWLES  
An ANATOLE LITVAK Prod'n • A WARNER BROS. Picture  
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**BETTE DAVIS**

**IN THE SISTERS**

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# FOR YOUR SHOWMANSHIP



(Lead)

# Errol Flynn And Bette Davis Co-Star In 'The Sisters' Based On Famous Novel



Mat 204—30c

BRILLIANT STAR TEAM — Errol Flynn and Bette Davis are co-starred in "The Sisters," one of the great love stories of all time, adapted from the famous novel by Myron Brinig. "The Sisters" will open Friday at the Strand.

## Bette Davis Deems 'Sisters' Role Perfect Vehicle

By FRANK HEACOCK

Fifty years had elapsed since we had last seen Bette Davis.

Then she was Julie, the glamorous vixen of "Jezebel." Now she was the equally glamorous Louise of Warner Bros.' new production, "The Sisters"— which comes to the Strand Theatre next Friday.

"Jezebel" was laid in the 1850's. "The Sisters" depicts the early 1900's. The intervening fifty years seemed to have brought little, if any, change to Miss Davis. Somehow she was still the dynamic, unpredictable Julie. Yet at the same time, she was the sympathetic, understanding Louise of "The Sisters."

We asked her about the apparent paradox the moment she joined us off the set after completing a scene with Errol Flynn.

"You've read the script of 'The Sisters'?" she inquired.

We nodded.

"There's really not a great difference between Julie and Louise," she pointed out. "They are both women intent on getting and holding their man. They campaign differently, but with the same objective. And in the final analysis no sacrifice is too great for either Julie or Louise to make to gain that objective."

"But," we protested, "Louise is a sympathetic character. You could hardly have described Julie that way."

"That," agreed Miss Davis, "is the great difference between Julie and Louise."

Bette — somehow you find it impossible to address her by other than her given name within a few moments after you have met her — was extremely enthusiastic about her new picture. She liked everything about it — the way she wore her hair, the Gibson Girl costumes, her co-star, Errol Flynn, her supporting cast, her director, the script. In fact, she insisted that if ever she had the perfect vehicle, "The Sisters" was it.

"Just look!" she exclaimed, patting her pompadour and admiring it in the mirror of her nearby makeup table. "Isn't it lovely?"

"And look at the costume," she continued, rising to pirouette before our admiring eyes. "I think it is lovely. You know, I look exactly like my mother did at this period. I have a picture of her taken in 1904 and I am the living image of her at the time."

We asked her about her co-star, the romantic, athletic Errol

Flynn, and Bette's face immediately became serious.

"I've only known Errol since we started this picture," she explained. "Of course, we had seen and nodded to each other when we happened to pass on the lot. But we had never worked in a picture together before."

"In spite of our brief acquaintance I've come to know him very well, however, and he is one of the most charming and fascinating men I have ever met. He has a marvelous sense of humor, he works hard, he's an interesting talker and, above all, he's intelligent and very, very handsome."

We suggested to Miss Davis that Flynn might be out of his element in a picture that called for some pretty fine acting without benefit of swashbuckling or swordplay, and in a characterization that wasn't altogether sympathetic.

"No matter what type of character he played," Bette insisted, "Errol would be in his element. Perhaps I shouldn't tell tales but he himself has been worried at times. He has said to me: 'Come on out and help me louse up this scene, Bette.' But I have seen the daily rushes and he is simply marvelous. He's a fine actor, with or without swords, sabers or spears."

### Many Stars in 'Sisters'

"The Sisters," the Warner Bros. production starring Bette Davis and Errol Flynn, which opens next Friday at the Strand, has twice as many featured roles as so-called "bit" roles.

Including Miss Davis and Flynn, the production has fourteen featured characters. They are played by Anita Louise, Jane Bryan, Beulah Bondi, Henry Travers, Dick Foran, Alan Hale, Ian Hunter, Donald Crisp, John Warburton, Joseph Crehan, Harry Davenport and Lee Patrick.

### 'The Sisters' Coming

Adapted from the best-selling novel of recent years by Myron Brinig, and co-starring Errol Flynn and Bette Davis, "The Sisters," a teeming drama of American life in the early nineteen hundreds, opens at the Strand Theatre on Friday. Besides the two stars, the cast includes such notables as Anita Louise, Ian Hunter, Beulah Bondi, Jane Bryan, Patric Knowles, and many others. Anatole Litvak directed.

The Strand Theatre, in line with its policy of providing the best in motion picture entertainment for its patrons, announces that "The Sisters," adapted for the screen from Myron Brinig's best-selling novel of the same name and co-starring Bette Davis and Errol Flynn, will be the next feature attraction starting Friday.

Physically, it was one of the most imposing jobs ever undertaken by the Warner Bros. Studio, for it not only recreates a period that is well-remembered by everyone above the age of thirty-five today but it ranges from a little town in Montana to San Francisco, New York and London. And for good measure there is thrown in a vividly terrifying reproduction of the disastrous San Francisco earthquake and fire of 1906 as seen and experienced by the heroine of the tale.

The Warner studio has embellished the production with one of the finest casts ever assembled in Hollywood by it or any other studio. Completing, with Miss Davis, the trio of sisters whose varying fortunes are the theme of the story, are Anita Louise and Jane Bryan. Their parents are portrayed by Beulah Bondi

and Henry Travers — the latter comparatively new to pictures but long famed on the stage. The other important roles are filled by Ian Hunter, Donald Crisp, Alan Hale, Dick Foran, Patric Knowles, Lee Patrick and Laura Hope Crews.

Only one of the sisters of the tale is content to lead the humdrum life offered by the town in which they were born. That is the youngest, who marries the son of the town's leading banker after that young man has been jilted by her oldest sister.

The second sister, rather cold and calculating young miss in everything but her relations with her own family, makes use of her beauty to marry a succession of wealthy husbands, and becomes a youthful version of a genuine grande dame. She gets to see the world and taste of all the pleasures which only the wealthy can afford.

It is, however, with the life of the oldest sister, played by Miss Davis, that the picture is mainly concerned. A rare combination of beauty, brains and character, this girl, Louise Elliott, believes she has found the answer to her longings for a fuller life than her little home town affords when a charming young newspaperman from San

Francisco, played by Flynn, comes to her town and pays ardent court to her.

Within a week, she has married the newspaper man and left with him for San Francisco. But life does not proceed smoothly. Louise's husband is well-meaning enough but is cursed with a wanderlust and an addiction to drink when things are going badly, as they generally are.

Louise is finally forced to enter the business world herself to make a living for them both, and she not only becomes an efficient and valuable secretary to a prosperous department store owner but she also, involuntarily, wins the heart of her employer. Meanwhile Louise's husband, having deserted her and slipped as a seaman on a vessel bound for the Orient, comes back to find her when he learns of the San Francisco earthquake. Their reunion, many months later forms a dramatic climax to a forceful, human document.

The novel was made into a screen play by Milton Krims and the production was directed by Anatole Litvak. The period gowns which are one of the most interesting features of the production were designed by Orry-Kelly, noted stylist.



Mat 301—45c

"THE SISTERS" — (Left to right), Anita Louise, Bette Davis and Jane Bryan as the small-town sisters whose lives and loves are vividly portrayed in "The Sisters," a teeming drama of America at the turn of the century, adapted from the best-selling novel by Myron Brinig. It comes to the Strand Theatre on Friday.

### CAST OF CHARACTERS

Frank Medlin .....	ERROL FLYNN	Flora Gibbon .....	LEE PATRICK
Louise Elliott .....	BETTE DAVIS	Flora's Mother .....	LAURA HOPE CREWS
Helen Elliott .....	ANITA LOUISE	Stella Johnson .....	JANET SHAW
William Benson .....	IAN HUNTER	Doc Moore .....	HARRY DAVENPORT
Tim Hazelton .....	DONALD CRISP	Laura Bennett .....	RUTH GARLAND
Rose Elliott .....	BEULAH BONDI	Anthony Bittick .....	JOHN WARBURTON
Grace Elliott .....	JANE BRYAN	Caleb Ammon .....	PAUL HARVEY
Sam Johnson .....	ALAN HALE	Blonde .....	MAYO METHOT
Tom Knivel .....	DICK FORAN	Robert Forbes .....	IRVING BACON
Ned Elliott .....	HENRY TRAVERS	Tom Selig .....	ARTHUR HOYT
Norman French .....	PATRIC KNOWLES		

### PRODUCTION STAFF

Directed by .....	ANATOLE LITVAK	Dialogue Director .....	IRVING RAPPER
Screen Play by .....	MILTON KRIMS	Film Editor .....	WARREN LOW
From the Novel by .....	MYRON BRINIG	Sound by .....	C. A. RIGGS
Music by .....	MAX STEINER	Gowns by .....	ORRY-KELLY
Photography by .....	TONY GAUDIO, A.S.C.	Musical Director .....	LEO. F. FORBSTEIN
Art Director .....	CARL JULES WEYL		



## Errol Flynn, Bette Davis Co-Starred

Co-starred for the first time in their spectacular careers, Errol Flynn and Bette Davis come to the Strand Theatre Friday in "The Sisters," adapted from the glorious love story by Myron Brinig which has been one of the best selling novels of recent years.

Besides the brilliant star team, the cast includes a list of players that reads like a "Who's Who In Hollywood"—Anita Louise, Jane Bryan, Ian Hunter, Donald Crisp, Beulah Bondi, Henry Travers, Alan Hale, Dick Foran, Patric Knowles, Lee Patrick, Laura Hope Crews, Harry Davenport, and many others.

The story opens in the early nineteen hundred, on the eve of Teddy Roosevelt's election. The many readers of the novel will remember that the story is concerned with the fortunes of three beautiful sisters who start their lives in a small Montana mining town, with most of the interest centered on the oldest sister, played by Miss Davis, who marries a wandering newspaper man (the role taken by Flynn), and goes with him to San Francisco, where her life is a struggle for love and happiness against overwhelming odds. The other girls marry, respectively, a middle-aged millionaire, and the town banker.

Advance notices hail the star team of Flynn and Miss Davis as one of the most brilliant combinations in screen history, with their superb acting setting the tempo for the rest of the brilliant cast. The vigorous story, which gives a fascinating picture of American life in the early nineteen hundreds, is said to be an ideal vehicle for them all.



Mat 103—15c

ERROL FLYNN and BETTE DAVIS are teamed for the first time in "The Sisters," the year's most dynamic love story, coming to the Strand Theatre on Friday.

### They're Sisters Again

"The Sisters," the Warner Bros. picture opening at the Strand Theatre next Friday, is the second production in which Jane Bryan has portrayed Bette Davis' younger sister. She had a similar role in "Marked Women."

"The Sisters," picturization of the Myron Brinig novel, stars Miss Davis and Errol Flynn. Third of the trio of sisters from which the story gets its name is Anita Louise.

Miss Bryan, who is Miss Davis' protegee, also worked with the brilliant dramatic actress in "Kid Galahad."

### Stars Switch Sides

Bette Davis swings to a sympathetic role after a succession of distinctly unsympathetic characterizations while Errol Flynn, her co-star, switches to the unsympathetic side of the ledger after a series of romantic roles in Warner Bros. picturization of Myron Brinig's novel, "The Sisters," which opens at the Strand Theatre next Friday.



Mat 201—30c

BETTE DAVIS — man-wrecking temptress of "Jezebel," has the most sympathetic role of her brilliant career in "The Sisters," adapted from Myron Brinig's best-selling masterpiece. It comes to the Strand Theatre on Friday.

## Bette Davis Sacrifices Beauty for Drama's Sake

Bette Davis has never balked at having her natural beauty marred if a situation demanded it.

One day an acquaintance visited Miss Davis on the set of "The Sisters," her latest Warner Bros. picture, which opens at the Strand Theatre next Friday. The actress supposedly had just survived the San Francisco earthquake and fire. She looked sick and distraught. Her hair was in disarray. Her features were streaked with grime. Her voluminous clothing was dirty and torn.

"Don't I look awful?" she remarked as she called over her wardrobe woman to apply a little more synthetic dirt to her clothing.

Bette looked just as she described herself. A thin coating of oil held the dirt and grime to her face and, in places, showed through, adding to her disreputable appearance. But she didn't mind; in fact, she obviously enjoyed it.

Bette has never in her screen career voiced a word of objection when the makeup department's "wrecking crew," so-called because they are artists at destroying whatever natural beauty a player possesses, appears on the scene to work on her. Quite the contrary is her attitude. She offers suggestions to aid the artists "mess up her pan," as she describes it.

"Why shouldn't I?" she asks.

"I'm no raving beauty. Even if I were I certainly wouldn't object to them messing me up if it were necessary. You can't do justice to a role and worry about your looks at the same time."

That is one of the secrets of Bette's success as a dramatic actress. Always she worries about her performance first and her appearance next.

In "Marked Woman," after she had supposedly been beaten by Eduardo Cianelli, she spent many hours with the makeup department wrecking crew helping them plan the bruises and the bandages she was to wear.

And if ever a top-flight cinema star looked worse than she did in this sequence, it wasn't Miss Davis' fault.

It won't be her fault, either, if in "The Sisters" her appearance as a refugee from the San Francisco earthquake and fire is not convincing.

Less hardy and less talented young ladies of the screen might insist they could convince audiences of their condition by sheer force of dramatic appeal, but not Miss Davis.

"If you're supposed to have just come through an earthquake and fire you should look the part as well as act it," she contends. "If you've been beaten up you should look like you've been beaten up. They can continue to do what they will to my face and my costume as long as the roles are worth it."

FIRST LADIES MEET — Helen Hayes (center), first lady of the stage, visits the set of "The Sisters" at the invitation of Bette Davis, first lady of the screen. Donald Crisp, Errol Flynn and Associate Producer David Lewis gather round for a chat. Mat 208—30c



Mat 202—30c

ERROL FLYNN — the screen's most gallant lover and dashing adventurer, has a new chapter in his spectacular success story with his brilliant work in "The Sisters" also starring Bette Davis, and coming to the Strand.

## New Role Proves Flynn Genuine Dramatic Star

Captain Blood, Robin Hood, Captain Geoffrey Vickers . . . and play, booming cannon, lance horizontal to the ground as hoofs thunder across the valley of Death, black war arrows flying through the air . . . The Perfect Specimen . . . high comedy with plenty of the slashing action of the prize ring . . . demon press agent in "Four's Crowd" . . . And then "The Sisters."

Could he do it? That was the question that swept through Warner Bros. studios and the whole of Hollywood when it was announced that Errol Flynn and Bette Davis would be co-stars in the Warner Bros. film version of Myron Brinig's celebrated novel, which opens next Friday at the Strand Theatre.

Could Errol Flynn, dashing, romantic, sword playing, swashbuckling hero of "Captain Blood," "The Charge of the Light Brigade," "The Adventures of Robin Hood," who had demonstrated a rare flair for light comedy in "The Perfect Specimen" and "Four's Crowd," suddenly turn to stark drama and get away with it? Flynn himself had no false optimism.

"What am I going to do without my sword, my pistol, my lance, my bow and arrow?" he chuckled. "I don't know, but I guess I might as well find out right now."

Warners have the answer now to the question. In Errol Flynn, the screen's foremost he-man, they also have as fine a dramatic actor

as they have a dramatic actress in his co-star, Bette Davis, according to all advance reports on the picture.

It was Miss Davis, incidentally, who was first to sing Flynn's praises for his work in "The Sisters."

After the first day's "rushes" were screened in one of the studio projection rooms — a screening not attended by Flynn — she dashed back on "The Sisters" set.

"He's wonderful!" she exclaimed. And she's been repeating it ever since.

It didn't take the rest of the studio long to discover Miss Davis had been right.

"The Sisters" is an entirely new departure for Flynn. He has none of the tools that have been his stock in trade with which to work. The role of Frank Medlin, the ne'er-do well newspaperman, provides him with nothing more than lines of deep dramatic content to speak. Yet there's enough similarity between Medlin's character in the story and Flynn's in real life to provide a working parallel. Medlin possesses a strong wanderlust, a desire to ship for foreign ports. Flynn's wanderlust is celebrated, and there was a time when he couldn't resist the lure of the sea. Now, with a career on his hands, he manages to keep his sea-faring whims in check. Be that as it may, the screen's most dashing gallant has taken a role completely foreign to any he has ever played, and made it his own.



Mat 209—30c

IN SEARCH OF HER MAN — Bette Davis combs the San Francisco waterfront to find her wandering husband in a stirring dramatic scene from "The Sisters" coming to the Strand Theatre on Friday.





Mat 207—30c

IT'S LOVE AT FIRST SIGHT for the brilliant co-starring team of Errol Flynn and Bette Davis when they meet at the election ball in "The Sisters," dramatic screen version of the best-selling novel by Myron Brinig, which has its first local showing at the Strand Theatre today.

(Opening Day)

## Flynn And Bette Davis Teamed In "The Sisters"

### Warner Picturization Of Well-known Brinig Novel Opens At Strand Today

Teamed together for the first time in their sensationally successful careers, Errol Flynn and Bette Davis come to the screen of the Strand Theatre today in Warner Bros.' lavishly produced film version of one of the biggest selling novels of recent years, "The Sisters," by Myron Brinig.

Besides the two great stars in the leading roles, the cast of "The Sisters" boasts a really breath-taking array of names. The two sisters of Miss Davis are portrayed by Anita Louise and Jane Bryan, their parents are played by Henry Travers and Beulah Bondi, and other important roles are filled by Ian Hunter, Donald Crisp, Dick Foran, Patric Knowles, Lee Patrick and Laura Hope Crews.

As readers of the novel will recall, the story is concerned with the fortunes of three beautiful sisters who start their lives in a small Montana town, and most of the interest is centered about the brave struggle for happiness of the eldest sister, played by Miss Davis.

Only the youngest remains in the town where she was born, content with a humdrum existence as the wife of a dull but prosperous banker. The second girl, who is the family beauty, makes a career of marrying for money and position, and she does well at it, becoming a cosmopolitan person of the really ultra sort as she casually changes from one husband to another.

The oldest girl, however, falls in love with a charming news-

paperman played by Errol Flynn, who is afflicted with itching feet and has little of the will-power necessary to get ahead in the world. Moving to San Francisco, she is eventually deserted by her wandering husband on the very eve of the great earthquake and fire of 1906.

The great catastrophe of 1906 as experienced and witnessed by the deserted wife is exciting and impressively depicted in the film, but no one sequence in the picture is likely to excite as much interest in audiences as the fidelity and naturalness with which the spirit and trappings of a period that is but recent history has been recaptured in "The Sisters."

### Starlet Astounded At '1900' Customs

Until the day that she was shown her wardrobe for "The Sisters," the Warner Bros. picture opening today at the Strand Theatre, Jane Bryan had never seen a corset, much less worn one. Jane is just twenty years old.

By corset is meant the old fashioned kind that really held the feminine figure prisoner and made it conform with the modes of the day through use of whale-bone and steel ribs.

"I've never really believed that women wore these," she confided to her wardrobe woman when she tried on the contraption for the first time. "And certainly I never thought I'd get into one of them myself."

But into one she went, while the wardrobe women showed her how to fasten the steel eyelets and pull the laces tight — laces that reduced her waist almost to the vanishing point.

"They're coming back into style again, too," said the wardrobe attendant. "We're making new ones, on slightly more modern lines but just as shapely, for every feminine player on the lot. Orry-Kelly says all smart women will be wearing them by winter."

"Which proves something or other," sighed Jane, a little breathlessly because of the corset, "probably that smart women aren't really smart."



Mat 112—15c  
Jane Bryan



Mat 110—15c

BETTE DAVIS — Plays Louise, who dares build her life on the love of a man no other women could hold, in "The Sisters," dynamic romantic drama opening at the Strand today.

## Errol Flynn And Bette Davis Score Hit In "The Sisters"

(Review)

**STORY SYNOPSIS:** (not for publication) The break-up of the Elliott family circle begins when Louise (Bette Davis) leaves Silver Bow, Montana, to marry a San Francisco sports writer, Frank Medlin (Errol Flynn) who later deserts her. Helen (Anita Louise) marries an elderly millionaire and goes off to lead a highly cosmopolitan life, and Grace (Jane Bryan) marries a dull but likeable young banker. When a crisis in her domestic life occurs, her two sisters return to Silver Bow to help her, and there smooth out their own tangled love affairs, as well.

"The Sisters" which opened yesterday at the Strand Theatre is three-point entertainment news. It co-stars Bette Davis and Errol Flynn for the first time; it is the picturization of Myron Brinig's novel which has been one of the best sellers of recent years; and it is as vigorous a drama as this cinematic year has produced.

Flynn and Miss Davis do the most striking acting jobs of their respective and brilliant careers—in roles that are completely new departures for them both. The starring combination is a truly happy one, and film audiences will undoubtedly be clamoring for more.

The story of "The Sisters" covers the four years between the Presidential elections of Teddy Roosevelt and Taft, and the dynamic relationship between the people and the age in which they lived has been caught in an amazing fashion. The three Elliott sisters, played by Bette Davis, Anita Louise and Jane Bryan, are the most beautiful girls at the election ball in Silver Bow, Montana, but from that night on, the sisters weave their chequered careers in widely varied patterns. Bette elopes to San Francisco with a fascinating young newspaperman, played by Flynn. Miss Louise, the second sister, succumbs to the wooing of a middle-aged millionaire (Alan Hale) who promises her a glittering, cosmopolitan life in New York and London. Miss Bryan, the only one content to remain in Silver Bow, marries the town banker, played by Dick Foran.

Life with Flynn brings both happiness and suffering to Bette. He is possessed of an incurable wan-

derlust, and at last, believing that she will be better off without him, he ships as a seaman aboard a boat bound for the Orient.

That night, the historic San Francisco earthquake begins, and Bette narrowly escapes with her life. Thrillingly photographed, the scenes showing the catastrophe sweeping over the city, carrying fire and destruction in its wake, and the mounting terror of the people caught in its toils, are some of the most spectacular ever screened.

Later, when Jane's banker husband becomes involved with a "shady lady," she sends out the S.O.S. signal to her two sisters and they come home to help her. In helping her, they settle their own affairs in a climax that is unrivalled for sheer drama.

Besides the two stars, others of the splendid cast who stand out are Anita Louise, as the thrill-seeking sister; Jane Bryan, as the home-body; Henry Travers and Beulah Bondi, who do superlative work as the parents of the girls; and Donald Crisp, Alan Hale, Ian Hunter, Dick Foran, Patric Knowles, Laura Hope Crews and Lee Patrick.

Anatole Litvak, working from the script by Milton Krims, did a flawless job of direction, and special credit must also be given Orry-Kelly for the costumes, and to Art Director Carl Weyl and his staff of technicians for catching so perfectly the spirit of the period in which the story is laid.

A full-bodied drama, with romance, tragedy and comedy rubbing elbows, even as they do in real life, it is a memorable entertainment experience for the whole family.



Mat 106—15c  
Bette Davis



Mat 105—15c  
Errol Flynn

### Jeffries Supervised Fight Scenes

One of America's most famous boxing rings was recreated at the Warner Bros. Studio under the supervisory eye of a man who, in it, made ring history.

The man was James J. Jeffries. The ring was a replica of that stained patch of canvas on which Jeffries, in three successive years, knocked out, in turn, Bob Fitzsimmons, James Corbett, and Jack Monroe. All of the fights took place in San Francisco.

Jeffries fought Fitzsimmons July 25, 1902, winning by a knockout in the eighth round. A year later, on August 14, he knocked out Monroe in a brief and on August 26, 1904, Jeffries knocked out Monroe in a brief two rounds.

Warners hired Jeffries as a technical advisor for a fight scene that is a highlight of the new Bette Davis-Errol Flynn co-starring picture, "The Sisters," a story of the early 1900's, which has its first local showing today at the Strand Theatre.

### Frisco Quake First Disaster Radioed

Many interesting but little known facts concerning the San Francisco earthquake and fire were uncovered by Dr. Herman Lissauer, head of the Warner Bros. Studio research department, while gathering authentic data for the quake scenes in "The Sisters," the Warner Bros. picture co-starring Bette Davis and Errol Flynn which comes to the Strand Theatre today. Some of these facts follow:

The disaster was the first to be reported by wireless. After the telegraph service had failed, the navy wireless station at Mare Island, one of the first on the Pacific coast, kept the world apprised of the situation in the ruined city by the Golden Gate.

The Sunday following the quake and fire saw the greatest number of weddings celebrated in San Francisco's history. Betrothed couples by the hundreds decided that since they had survived the disaster they might as well get married then as ever. They would have been out of luck, however, had not the city clerk received a book of marriage license forms from the ruins of the city hall the previous Friday.

During the fire following the quake the flames were fought with wine instead of water in many sections of the Latin quarter. The water mains had all broken, of course, so the Latins cracked open their wine casks in a useless effort to stem the advance of the flames. Donald Crisp, who has a featured role in "The Sisters," was one of the authorities consulted by Dr. Lissauer, because Crisp was an eyewitness of the historic catastrophe of the year 1906.



Mat 108—15c  
Donald Crisp



Mat 104—15c

ERROL FLYNN — As Frank Medlin, a writer torn between wanderlust and the love of a woman, in the screen version of Myron Brinig's novel, "The Sisters," which opens at the Strand.

### Wanted To Show Ma

The first day Bette Davis worked in "The Sisters," the Warner Bros. picture running at the Strand Theatre, she forbade the hairdressers to touch the "Gibson girl" pompadour of 1904, which Bette wore for this production, so that she could wear her hair home that way and "show my mother exactly what she looked like during her days in school."

### Most Beautiful Blonde

Anita Louise has been voted "the most beautiful blonde film actress" in another far-flung precinct—Finland—according to word received at the Warner Bros. Studio, where she recently played in "The Sisters," the attraction now showing at the Strand Theatre. It was Anita's forty-fourth "most beautiful" selection on record; this time by Finland's National Society of Artists and Sculptors.



Mat 102—15c

ANITA LOUISE — as Helen, who foregoes love for the glitter and finery of a cosmopolitan life, in "The Sisters," the deeply human drama which has its first local showing at the Strand Theatre today.



## Anita Louise Wants Fame For Acting, Not Beauty

Anita Louise as one of the younger sisters of Bette Davis in the Warner Bros. film version of Myron Brinig's novel, "The Sisters," currently showing at the Strand Theatre, proves that the first decade of the present century had its good points as well as its foolish ones as far as women's fashions were concerned.

posed for commercial artists who put her pretty face and blonde curls on all sorts of products and thereby gave Anita and her mother a comfortable income.

At five she started work in motion pictures. At nine, her mother took Anita to Europe where the girl played the love interest—the role of a girl of fifteen—in "The Life of Franz Schubert."

She played Greta Garbo as a child in a flash-back scene in "A Woman of Affairs." For that role she learned to ride a bicycle in one afternoon. She needed the role. Most of the grocery money had been spent for the bicycle. The Garbo role improved her fortunes and she was offered many good jobs for the next few years.



Mat 111—15c  
Anita Louise

This was the corset era, when fashionable ladies boasted of sixteen-inch waists, six-inch pompadours and wore birds on their hats. All of these fashion foibles are staging a comeback, according to Orry-Kelly, Warner Bros. designer, who planned the clothes that Miss Davis, Miss Louise and Jane Bryan wear in the picture.

Hollywood's designers love to hang clothes on Anita, whose nearly perfect beauty seems equally suitable to modern as well as costume roles. She appeared in "Marie Antoinette" with Norma Shearer and she set off the eighteenth century costumes in a way that proved her beauty to be timeless.

She would, however, rather be known as an actress than as a great beauty and no one in Hollywood works harder to earn such a reputation. Anita is twenty-one years old and has been "in pictures" for almost eighteen years.

When she was three years old she was familiar to the readers of newspapers and magazines as the "Post Toastie Girl." She

## Bette Davis' Terror Real, She Admitted

Bette Davis looked apprehensively above her, at the solid wall before her, at the stairway just beyond the open doorway at her left. She showed no fear, but she was strangely quiet. She appeared no less tense, no less worried, than each of the two dozen men, technical experts all, who were scattered about the set, out of camera range.

The big earthquake scene of "The Sisters," Bette's latest Warner Bros. picture, which is now showing at the Strand Theatre, was about to be filmed. Errol Flynn, although he was not called for work with his co-star stood near Director Anatole Litvak as a spectator. In a moment a highly personalized hell was to break loose. Every trick of destruction known to motion picture makers was to be brought to play, with Bette as the target.

The cameras rolled. Litvak barked an order. A deafening rumble shook the stage and frightening things began to happen, all at once. The ceiling opened over Bette's head. The chandelier fell, just grazing her. A half-ton of brick fell with a roar. The entire wall of the room fell outward, just as she rushed toward it, and a city of agony was there before her eyes.

When it was all over and the dust had settled, Flynn congratulated Bette on a marvelous bit of fear-stricken acting.

"Acting!" Bette snorted. "I wasn't acting for a minute. I was just plain scared. If you don't think so, here, feel my heart. It's still up here." And she grasped her throat.

### Nice Birthday Party.

Jane Bryan celebrated her twentieth birthday last June 11 by working until three a.m. on the Warner Bros. Studio back lot in an exterior sequence for "The Sisters," the Warner Bros. picture which is the current attraction at the Strand Theatre.

### Plenty Of Talent

There were three Academy award winners concerned in the filming of "The Sisters," the Warner Bros. picture now being shown at the Strand Theatre. They were Bette Davis, Tony Gaudio, the cameraman, and Jack Sullivan, the assistant director.

## 1938 Fashions Revive Past' —Orry-Kelly

"To be strictly 1938, a girl must revive fashions introduced by ancestors whose names are now only faded leaves on the family tree," says Orry-Kelly, creator of the early twentieth century costumes Bette Davis wears in "The Sisters," the Warner Bros. picture now playing at the Strand Theatre.

"The newest sleeve in the autumn silhouette first appeared in the sixteenth century fashion parade," the stylist explained. "The sleeve is long, fitted, and stands up abruptly almost at right angles with the shoulderline where it is inserted.

"The thick soles, considered so radically new last summer, were also worn by sixteenth century ladies.

"Some months ago Joan Crawford launched quilting as an acceptable surface trim on a formal evening gown and Priscilla Lane is having all of her sports dresses made with suspended pouch pockets. Both of these styles were the vogue two hundred years ago.

"Hollywood is excited about doll-sized hats. Yet tiny hats, making no pretense of fitting the head but anchored to the coiffure by ribbons or hatpins, have appeared from time to time over a thousand year period.

"Today's silhouette, which shows a full skirt and a full bodice, has been seen among European peasants for countless years.

"Revived from the period of 'The Sisters' are sailor hats, slim waistlines and high simple necks. "Oddly enough, it's the most modern woman who looks to her ancestors for modes of the moment."

### Nixes Handlebar

Errol Flynn decided to appear without a moustache in "The Sisters," the Warner Bros. production co-starring him and Bette Davis, currently showing at the Strand Theatre. Flynn reached this decision after viewing make-up tests in which he wore a handlebar moustache of the type so popular during the period depicted in the picture—1904. "I looked very much like a distant cousin to a walrus," he commented after viewing the tests.

### Real Powder Won't Do

Anita Louise wore a composition of chalk and cream on her cheeks for one sequence of Warner Bros.' "The Sisters." She was supposed to look as if she had put too much powder on her face, and, strangely enough, real face powder looks anything but real through the camera lens.

## EARTHQUAKE TRAPS BETTE DAVIS

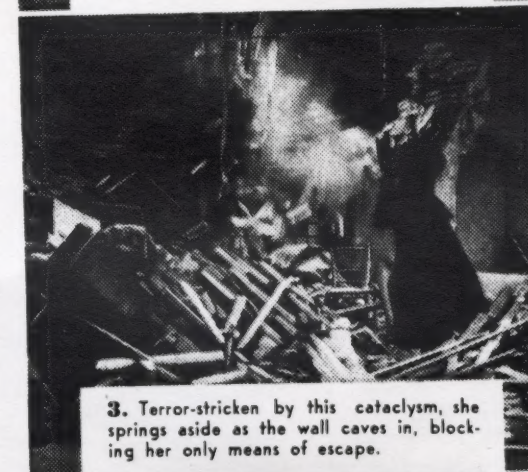
Candid close-ups of the thrilling 'Quake scenes from "The Sisters" now showing at the Strand Theatre.



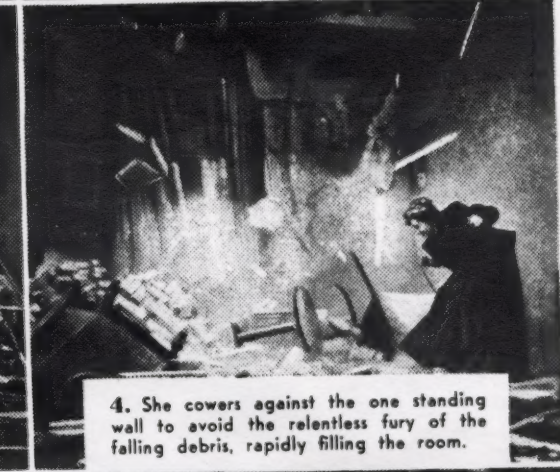
1. In her top-floor apartment, Bette feels the first tremors of the approaching catastrophe — hears a deafening roar.



2. Fragments of stone and plaster fall from the ceiling — a sinister warning that her home is no longer a safe refuge.



3. Terror-stricken by this cataclysm, she springs aside as the wall caves in, blocking her only means of escape.



4. She covers against the one standing wall to avoid the relentless fury of the falling debris, rapidly filling the room.



5. As another mighty upheaval shakes the earth, the ceiling and only remaining wall crash in and engulf her.



6. Pinned to the floor by a fallen girder, and overcome by pain, escape seems impossible, but she is later rescued.

Mat 304—45c



# HERE'S BIG NEWSPAPER STUFF

## Bette Davis Tells Her Own Life Story

by BETTE DAVIS

### Exclusively Syndicated By North American Newspaper Alliance

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Spokane, Wash.

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St. Louis Globe Democrat, St. Louis, Mo.  
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Toronto, Ontario, Canada  
Vancouver, B. C., Daily Province  
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Washington Star, Washington, D. C.  
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Winnipeg Evening Tribune,  
Winnipeg, Canada

AND OTHER PAPERS WHO ORDER  
THIS FEATURE FROM N. A. N. A.

THE CHICAGO DAILY NEWS SATURDAY, SEPTEMBER 3, 1938.

## A Brat Grows Up---Bette Davis Tells Her Own Life Story

### Spanking Didn't Help---She Was Destined To Play the Role of 'Jezebel'

By Bette Davis

**CHAPTER I**

HOLLYWOOD, Sept. 3.—Like Evelyn Thundy, I have the exact recollection of my birth, but have to rely for particulars on the words of my elders. The evidence, as presented by my mother, establishes the fact, at least to her satisfaction, that I was born in Lowell, Mass., under a mild leaden sky that turned to sleet and rain coincidentally with my first earthly cry. A result that seems to have given rise to a family belief that had weather and I are inseparably bound up with each other.

Whether this superstition or the fact that my mother, when I do have that occasional glimpse of a glimpse, I will find that I got my first stage experience during a storm. I will find that I got my first stage experience during a storm. I will find that I got my first stage experience during a storm.

"I MUST have been a headstrong brat," writes Bette Davis, and that was fortunate for the movie-going world. She had to be headstrong to triumph over obstacles in the path that led from obscurity to New England to world-wide fame in Hollywood. She was the first child of her father's life. The story will be continued in two additional chapters on subsequent Saturdays.



Bette Davis at the age of five months with her mother, Mrs. R. F. Davis, Hollywood, records her birthdate as April 5, 1901.



but more in some than to anger. In spite of these misadventures my childhood had a genuine love for the whole world. I was born in the New England town of Lowell, Mass., and I was named Bette. My mother was a former actress and my father was a writer. I was born in a small town, but I was destined for a life of fame and fortune.

being when I have pointed out to me that I was born on the 5th of April. I am not sure, but I am sure that I was born on the 5th of April. I am not sure, but I am sure that I was born on the 5th of April.

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## Get Your Paper To Run This Exclusive Story

## Just The Break You Want For Your Showing



Your Big  
Promotion  
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# SIX-DAY SERIAL STORY...

Myron Brinig is at the top of the list of America's great authors. Quite naturally "The Sisters," which is his greatest novel makes great reader-interest material for any newspaper. Show this opening chapter as a sample. Then write or wire for the complete serialization, mats of photos and type FREE! You couldn't ask for a better builder-upper for your showing.

Order "The Sisters Serial Mats" from Campaign Plan Editor, 321 W. 44th St., New York City.

## "THE SISTERS"

Serialization of Warner Bros. Picture  
Adapted from the Novel by Myron Brinig

"The Sisters" starring Errol Flynn and Bette Davis will be shown at the . . . . . Theatre, starting . . . . .

### CHAPTER I

THE place is the little mining town of Silver Bow, Montana—the time that fall day of 1904 which put 'T.R.' in the White House.

Ned Elliot, a prominent citizen, has worked himself into a spluttering tantrum as he wrestles with a refractory collar. He had locked his drugstore early and come upstairs to dress, only after his wife had warned him repeatedly that they'd all be late for the Election Ball if he didn't hurry.

"Pig-headed . . . ornery . . . dad-burned . . . get in there . . . you . . ." Ned snorted. His wife fixed collar and tie and then hurried to the next room to settle a

of the room had been transformed by Louise's love of the beautiful, and in the midst of the daintiness of it, standing in the filmy snow of her party dress, she looked so like an enchanted princess that Helen fairly gasped. "Golly, Louise . . . you're . . . beautiful!" she sighed.

"So are you, darling . . ." smiled Louise, her eyes resting on the white flowers Tom had sent her, "you'll be the Belle of the Ball tonight . . ."

"Do you really think so, Louise . . ." Helen cooed romantically, "and will I meet a dark young man . . . and as we dance will he say 'I love you . . . I love you . . .!'" Then, eagerly, "When



"Every night we'll see each other and . . ."

pretty squabble between her pretty daughters, Helen and Grace. The former, in trying to slip her ruffy party dress over her head, had caught the hooks in her hair, and well-meaning Grace was trying impatiently to yank it loose.

"Girls . . . girls . . . don't quarrel . . ." said Mother, deftly conquering the difficulty and revealing the reddish-gold curls, and flushed, beautiful face of Helen, the wilful, flirtatious one, who kissed her quickly, and hurried to the mirror to straighten her tousled hair.

"Hook me up, Grace dear, will you?" Mother said nervously, "Pa, are you ready? We mustn't keep Tom waiting!"

"It'll do him good," snapped Helen, "old stick-in-the-mud!"

"Don't you dare call Tom Knivel names!" cried Grace hotly, "He's . . ."

"One would think the way you stick up for him" Helen broke in, "that it was you he means to marry, instead of Louise!"

"See if Louise is ready, will you, Helen?" Mother interposed softly.

Helen was about to rush unannounced into Louise's room, but thought better of it, knocked, called, and then entered without waiting for an answer. The drabness

are you and Tom . . . going to be married?"

"He hasn't asked me yet . . ."

Sudden violent splutterings and roarings sounded in the street below.

"There's Tom now," exclaimed Mother, "Hurry, girls! Ned, are you coming?"

Sitting erect, disguised with goggles and a long linen duster sat big, blonde Tom Knivel, the banker's son, wrestling with the intricacies of his new automobile, while old Doc Moore's horse shied and threatened to run away. Mother got in with some trepidation, encouraged by Ned, who was none to sure of it himself — and the three sisters followed rustlingly.

Tom felt bashfully important as he piloted the sisters into the crowded ballroom.

A prize fight was on in town — and in the crowd that arrived late was big Tim Hazelton, sports writer from San Francisco. With him was a handsome, dissipated-looking young man, evidently under the influence of drink.

Big Sam Johnson, Silver Bow's multimillionaire came in, too, and at once claimed Helen for a dance. But Helen was eager to meet the stranger and Sam introduced him. "Frank Medlin . . . a newspaperman from San Francisco, Helen

. . . and he likes prize fights better than dances . . . and a good drink better than pretty girls!" Helen smiled radiantly and when the music began again thought that he would dance with her . . . but he informed her that he wasn't interested. A bit piqued she danced away with the middle-aged and hefty widower, Sam Johnson . . . whose grown daughter, Stella, looked on, not too approvingly.

Tom Knivel had been dancing with Louise and now he stood mopping his brow, looking down at her with adoring eyes.

Suddenly Frank Medlin saw Louise and his expression changed.

"Look, old man," he said agreeably to Tom, tapping him on the shoulder, "You're an honest, decent, respectable soul with a heart of gold . . . and I'm a . . . a lost soul . . . who'll soon be vanishing into . . . outer darkness . . ." Tom looked at him with glum bewilderment. Frank pled smilingly, but as though his life depended on it. "Listen, boy, give me just one bright memory to carry away with me . . ." Before Tom could answer, Frank Medlin had taken Louise in his arms. They whirled away in the dance together.

"I've seen plenty of beautiful women . . . all over the world . . ." Frank was murmuring, his lips close to hers, "The most beautiful women I know of are the Turkish women . . . Their faces are covered so I use my imagination . . ."

"I'm afraid I don't . . . understand . . ."

"You don't right now," he said solemnly, "because you're a little bewildered. But ordinarily you understand everything! Let's find a place where I can explain myself . . . the book I'm writing and . . ."

"I really don't think I should."

"Please! . . . I'm a harmless person . . . honestly I am . . ."

"I think you are . . ." Louise said suddenly and laughed and felt perfectly at ease. He went to the buffet and came back, a bit unsteadily, bearing food and drink and led the way to the loge overlooking the dance floor, Louise following. "I offer a toast to Silver Bow for harboring unsuspected beauty!" he said.

"What an unusually clever compliment . . ." laughed Louise.

"I'm not clever . . . as a matter of fact I'm very stupid . . . no ambition . . . never know what I want . . . simply an incurable newspaper tramp . . . never stay in one place after I've money enough to go to another . . ."

So he talked till the crowd had cheered themselves hoarse with T.R.'s victory. Then they walked together under the moon. "You've done a rather terrible thing to me, Miss Elliot . . . I was quite comfortable with my unfinished novel . . ."

"Didn't you intend to write it?" "Of course . . . when I had the time and money. Perhaps if I had someone to talk to about it . . ."

"I'll . . . talk with you . . . if it will help . . ." Frank's face glowed. "I was going back to San Francisco tomorrow," he said, "I've got a new job waiting me there . . . but I'll send them a wire saying I'll be a week late! See you . . . tomorrow night?" "Yes . . . come to dinner with my family." "No. I'm not good at family dinners." "Please!" "Spend every evening with me . . . and I'll come to dinner the day I leave!" "Will you start your book?" "Absolutely!" "Then it's agreed . . . good night!" They stood silent — as if about to embrace.

"Good night!" Frank said gruffly, and stalked away.

(Continued tomorrow)

— carry on with two contrast ideas . . . .



# TWO BIG NEWSPAPER CONTESTS

A five day newspaper contest that plays up the histrionic ability of one of the screen's greatest actresses — Bette Davis. Paper prints two photos of Bette Davis daily; on the last day a photo of Bette Davis and Errol Flynn in a scene from "The Sisters."

Each photo is captioned with six "moods" or "emotions." Contestants are asked to check the correct description which fits Bette Davis' expression in the photo. Those submitting correct answers to complete series receive guest tickets to your show.

## First Day



Surprise  
Hate  
Love



Reverence  
Hope  
Pity

Joy  
Fright  
Despair

Spite  
Pensiveness  
Selfishness

## Second Day



Indifference  
Longing  
Wonder



Sadness  
Dislike  
Anxiety

Awe  
Hope  
Spite

Mirth  
Spite  
Fright

## Third Day



Fascination  
Despair  
Anxiety



Remorse  
Reverence  
Wonder

Joy  
Mischievous  
Surprise

Expectation  
Hate  
Spite

## Fourth Day



Benevolence  
Selfishness  
Sorrow

Ardor  
Pity  
Longing



Hate  
Love  
Spite

Indifference  
Fascination  
Fright

## Fifth Day

### SPECIAL FEATURE

While this page is presented as a contest, it can also be used as a newspaper feature by arranging photos in a strip or square layout. Stills of the photos are available from Warner Bros. Campaign Plan Editor at 75 cents for set of nine, or individually at 10 cents. Order these stills: MW31, S110, MW42, KG-29, BD1848, HD14, S73, TW82, S414. (Numbers keyed left to right as they appear on page).



Gratefulness  
Joy

Pity  
Love

Hope  
Fascination

### CORRECT ANSWERS

First Day:  
Hate; Pensiveness

Second Day:  
Indifference; Anxiety

Third Day:  
Mischievous; Remorse

Fourth Day:  
Sorrow; Fright

Fifth Day:  
Love

Order Set of "Sisters" Contest Mats 402B — 60c — from Warner Bros. Campaign Plan Editor.



# TAKE YOUR CHOICE — TAKE BOTH!

This five day newspaper contest sells the title of the picture. Contest consists of ten photos in five pairs of famous Hollywood sisters. Newspaper prints photos of a pair daily, but not the real sisters. Contestants are asked to clip pictures each day and on

last day they must pair up the real sisters; and identify all the stars. Those submitting correct solutions receive guest tickets to see your showing of "The Sisters." Cut captions provide clues to the correct answers. Try it yourself — it's fun!

## First Day



This blonde beauty is the wife of a famous screen star. She recently appeared in "There's Always A Woman." Her name is .....

So heavenly was this beautiful star in her last picture that she had Four Men saying their prayers. Her name is .....

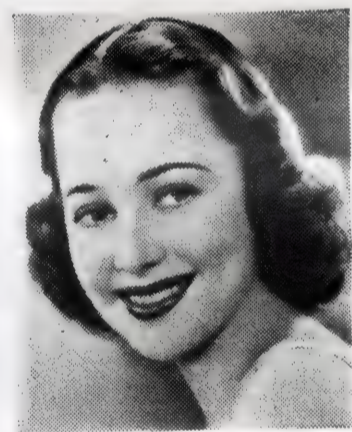
## Second Day



The youngest of a famous stage family, she has achieved fame on the screen. Appeared recently in "The Texans." Her name is .....

She was a singer with Fred Waring's Band. Appeared in "Varsity Show", "Hollywood Hotel", "Gold Diggers in Paris." Her name is .....

## Third Day



Sally is her name. Left the screen when she married Norman Foster. She's back again in "Numbered Woman." Her name is .....

Regarded as one of Hollywood's most beautiful ladies. Appeared in "Robin Hood", "Four's A Crowd." Her name is .....

## Fourth Day



So refreshing is this screen personality that she must have inspired the 'Fountain Of Youth' legend. Her name is .....

"Glorious" is the name for this new star who is the image of her sister. She appeared in "Four's A Crowd." Her name is .....

## Fifth Day



Critics unanimously declared her the dramatic 'find of the year' for her grand performance in "Four Daughters." Her name is .....

Daughter of a famous stage actor. In "Topper" she proved that she was one of Hollywood's smartest comedienne. Her name is .....

### CORRECT ANSWERS

Paired On This Page Are:

- First Day: Joan Blondell, Loretta Young
- Second Day: Joan Bennett, Rosemary Lane
- Third Day: Sally Blane, Olivia de Havilland
- Fourth Day: Joan Fontaine, Gloria Blondell
- Fifth Day: Priscilla Lane, Constance Bennett

The five pairs of sisters are: Joan Blondell and Gloria Blondell; Loretta Young and Sally Blane; Joan Bennett and Constance Bennett; Rosemary Lane and Priscilla Lane; Olivia de Havilland and Joan Fontaine.

Order Set of "Sisters" Contest Mats 401B — 60c — from Warner Bros. Campaign Plan Editor.



# TELL THE WHOLE TOWN ABOUT THESE TESTED 'SISTER' STUNTS

Thank you, Herb Copelan and Morty Levine, for this swell promotion idea which you worked at Atlantic City for the "Four Daughters" campaign. We highly recommend it to all showmen to start off their Exploitation Campaign for "The Sisters":

**STEP NO. 1:** Place the advertisement at the right in prominent spot in local newspaper.

**STEP NO. 2:** When all entries have been received, selection of the winning "Sisters" should be based on the following facts: 1. "The Sisters" reside at home with their mother; 2. Ages of "The Sisters" correspond as closely as possible to the ages of "The Sisters" in the picture (18, 20, 22); 3. Finally, there should be some similarity between the family background of the three sisters selected and that of the girls in the picture.

## Information Please!

### Regarding Families Having 3 SISTERS

In Answering Supply the Following Data:

- (1) Age of THE SISTERS?
- (2) City of Birth of THE SISTERS?
- (3) Do THE SISTERS Reside With Mother?
- (4) Are THE SISTERS Married or Single?
- (5) Names of THE SISTERS?

SEND REPLIES TO  
**BOX 0000 (Name of Paper)**

Include Name, Address, Telephone No.

ALL INFORMATION MUST BE RECEIVED  
ON OR BY (DAY AND DATE)

**STEP NO. 3:** Winning "Sisters" are invited to come to your City Hall where the Mayor, or some other high official, presents them with the key to the city. Of course, newspaper photographers are on hand to take pictures of the presentation.

**STEP NO. 4:** Photo of the presentation is planted in local paper along with publicity story, which is a summary of the contest. Caption over photo should read something like this: "Mayor (name) Greets Atlantic City's Loveliest 'Sisters'."

**STEP NO. 5:** Enlist the support of local merchants by arranging to have winning "Sisters" model dresses, hats; pose in new model cars; endorse products over the air, etc. Photos of the girls can be used in ads and in window displays. In each case, work in plug for your show.

## 5 MORE 'SISTER' STUNTS



**1. 'DOUBLES' CONTEST:** Find the three sisters in your town who look most like the three sisters in the picture — Bette Davis, Anita Louise, Jane Bryan. Above photo is printed in paper together with rules of contest. Prizes are awarded to winners at your theatre night picture opens.

**2. SISTERS INTERVIEWED:** Three unmarried sisters are interviewed by reporter with such questions as: "Do you prefer small town life to big city life?"; "Would you do what Bette Davis does in 'The Sisters' and marry for love only, or would you follow Anita Louise's example and marry only for security?," etc. Answers appear in paper under heading: "What 'The Sisters' Say About ....."

**3. MOST TALENTED 'SISTERS':** Contest in newspaper or on the air to find most talented sisters, that is, sisters who sing, paint, play musical instruments, etc.

**4. NEWSPAPER FEATURE:** Perhaps there are three sisters in town who were separated by marriage and then reunited after many years. Story of their lives would make an interesting comparison with the situations in picture.

**5. LARGEST FAMILY:** Contest to find family with the largest number of sisters. Winning family should have about eight or ten girls (God bless them!).

## HOW TO TELL STUDENTS

**1. THEATRE PARTIES** can be arranged for student groups. Contact principals and instructors and tell them that picture is based on Myron Brinig's great novel and will be of interest to students because it shows costumes and customs of the early 1900's, the San Francisco earthquake, etc.

**2. SCHOOL LIBRARIES** and all bulletin boards should carry announcement cards. Arrange to have copy of "The Sisters" displayed on library table, surrounded by stills from picture and your playdates.

**3. HERALDS** are handed out at entrances and exits of all schools. Merchants in neighborhood of school can include them in packages.

**4. ESSAYS:** English students write on such topics as: "The Sisters" — A Comparison of the Novel and Motion Picture"; "The San Francisco Earthquake"; "Small Town Life Compared with Big City Life"; "The Importance of Family Solidarity As Shown in 'The Sisters'."

## "FIRST AUTO" BALLY



Old-fashioned auto (similar to one shown above) goes through town, stopping at busy street corners. Passengers, dressed in costumes typical of the period (1904), hand out heralds.



# DISPLAY AND CONTEST IDEAS FOR LOBBIES AND NEWSPAPERS

## "THRILL" STILL DISPLAY

Blowups of scenes from picture are mounted around circular board as shown below. Over this, behind a cutout panel, is placed a revolving wheel carrying 'thrill' copy describing the scenes. As copy describing each scene comes into view, corresponding still is illuminated by white light behind it. This continues until the whole display is illuminated, including the billing in the center which is a transparency with red light behind it. The process is then repeated.

Copy and stills: "Thrill to a great love story—the most gallant lover, the most dangerous lady of the screen, at last in each other's arms" (S 409); "Thrill to the romantic adventures of these three sisters—beautiful and brave, hungry for love and a world they've never known" (S 408); "Thrill to the earth-rocking realism of nature's most terrifying spectacle—the San Francisco earthquake!" (S 376); "Thrill to the joys and heartbreaks of the lovable Elliot family—a typical American family—perhaps your family!" (S 43); "Thrill to the colorful Election Ball where dashing Errol Flynn and reckless Bette Davis first realize their great love for each other" (S 27).



## STEREOPTICON

You remember how much fun Ma, Pa, and the kiddies used to have looking at pictures through a stereopticon.

Place a few of these on table in lobby and invite partons to look at slides made up from scenes from the picture. Surround display with stills and blowup of still S Pub. A, showing Jane Bryan looking through stereopticon.

MOVIE QUIZ: "The Sisters" is one of the Movie Quiz pictures. Capitalize on this angle by using a blowup display of the contest question in your lobby (see back cover of this pressbook). Surround with stills from the picture. Selling line over display: "This question may mean \$50,000 to you."

CUT IT OUT: We mean the swell illustrations in the posters—and the lettering. There are a number of different styles than can be used for everything from fronts to floats. Look over the posters (they're on page 19) see what you want—then cut it out!

## FOR MEN ONLY!

"YOUR TRUE ADVENTURES": There are undoubtedly a number of men in town who, like Flynn's character in picture (and like Flynn himself), love adventure, and have had unusual experiences. This can be used as the basis of a newspaper contest, inviting readers to send in exciting adventures that actually happened. Contest should be conducted along the same lines as the Floyd Gibbons "Your True Adventures" contest. Prizes are awarded for best ones. Also appropriate for radio program similar to 'Story of the Week' used on Philip Morris broadcast.

SPORTS EDITOR will be interested in the exciting boxing match in the picture because the 'fight to the end' spirit which prevailed at matches in the early 1900's presents a contrast to the scientific methods stressed today. So be sure to slip him a couple of tickets. Perhaps he will devote part of his column to a comparison of the old and the new methods of boxing, working in plug for your show.

## BICYCLE BUILT FOR TWO



This effective and inexpensive street bally sells the 'love team' angle. Girl and boy are dressed in costumes of the period. Poster announcing your show is attached to bar on rear of bicycle.

## ON THE WOMAN'S PAGE



Mat 206—30c

Dick Foran, Bette Davis, Errol Flynn in "The Sisters" at the Strand Theatre Friday. In this great love story, Louise Elliot (Bette Davis) refuses to marry Tom Knivel (Dick Foran), a successful banker with an honest charm, but a definite dullness. Against the wishes of her family, she elopes with romantic and poor Frank Medlin (Errol Flynn), a man defeated by his own weakness, with whom she is madly in love. What would you have done? Why?

QUERY ON STORY: So human and emotional is the story of "The Sisters" that it is certain to appeal to every woman in your community. Play up this angle by planting the above contest on woman's page of paper. Contestants send their answers (in not more than 50 words) to cooperating newspaper. Best answers receive guest tickets to your show.

MANNERS AND CUSTOMS pertaining to women which prevailed in the early 1900's were very different from those today—for example, it was considered unethical for women to smoke, to hold jobs, to attend prize fights. The gradual change in the 'double standard'—whether it has been advantageous or disadvantageous—would make an interesting feature on woman's page of newspaper—and also over the air.



# FASHIONS—RADIO—TIE-UPS

## "THEN—NOW" FASHIONS

The season's fashions show many points of similarity with those of the early 1900's. Several of the country's leading stores have used this angle as the basis for ads and window displays. The Orry-Kelly costumes worn in "The Sisters" are the counterparts of many of today's smartest fashions. Your local style shops might be interested in tying in with your show, using stills from the picture to illustrate the origin of the current fashions they are displaying. The three-column fashion publicity feature on page 7 may be of value in presenting this idea to dealers. Five of the specially prepared fashion stills are shown at the left, a part of the set of ten which can be ordered from the Campaign Plan Editor. Order "Sisters" Fashion Set, priced at one dollar.

In cooperation with local dress shop, conduct a "Then And Now" Fashion Show at your theatre, comparing styles of the 1900's with those of today. Fashion expert on local paper points out similarities. In return for credits you give on your screen, in lobby and in theatre programs announcing show, cooperating merchant devotes some of his newspaper ads to plugging your show.



In using these stills, please remember that Bette Davis must not be used for endorsements of any kind.

## AUTO TIE-UP

In "The Sisters" there is a great deal of emphasis on the early-day automobile. In cooperation with local auto dealer, work up an advertising layout on the comparison between a car of 1904 and the latest models. If there's an Automobile Show in your town, you might be able to tie in on a "Then and Now" display in the show, bringing in the picture, of course.

Also, tie up with motor company for an automobile progress parade, showing evolution of cars from 1900 to present day. Cars carry signs with plugs for your show.

## TEASER COPY

*My sister has fallen in love with a handsome young adventurer, a man who's no good, who'll break her heart, wreck her life, and leave her as soon as he tires of her. I've tried to make her see that but I can't! She'll marry him and then—*

*Learn about my complete story from "The Sisters" co-starring Errol Flynn and Bette Davis at the Strand Theatre Friday*

Teaser throwaway similar to one above can be sent to stenographers, women's clubs, etc. Also for lobby blowup. Make up your own.

## BEAUTY SHOP

The current up-swept coiffure is a direct descendant of the turn-of-the-century hairdress. Stills of Anita Louise comparing the two styles provide a perfect window display for beauty shop. Order stills AL 1038, AL 1043.

## SPORT STORE

Sporting goods dealer can display scenes of the prize fight in the picture and a set of old gloves purporting to come from famous fight of the period. Order stills S120, S121, S123, S124.

## EARTHQUAKE EXTRAS!

LOBBY DISPLAY consists of a cardboard house constructed so as to show the interior with dolls, furniture, etc. House is shaken by a simulated earthquake operated by a miniature motor. Selling copy: "Thrill to the earth-rocking realism of nature's most terrifying spectacle — the San Francisco earthquake. See Errol Flynn and Bette Davis in 'The Sisters' — at this theatre Friday."

FEATURE: There may be some men and women in town who were in San Francisco during the earthquake and fire. Stories from these people, giving vivid and graphic accounts of their thoughts and actions, would make an interesting feature for newspaper or for radio program.

LOBBY BLOWUPS of earthquake scenes can be made from these 4 x 5 stills. Order from Campaign Plan Editor. Priced at 80 cents for set of 10, individually at 10 cents: S368, S369, S371, S372, S373, S374, S375, S376, S377, S378.

TEASER: Use copy "Earthquake Predicted For Tonight" as basis of a newspaper campaign or as a throwaway for distribution on street corners, etc. The tip-off is that it is one of the many thrilling scenes in "The Sisters."

## POPULAR 'QUIZ' CONTEST

The "quiz" program has proved so popular on the air that you might try to arrange one, using questions pertaining to the period in the story of "The Sisters." Invite a few prominent personalities — entertainers, city officials, columnists, athletes, etc. — on program and offer prizes and guest tickets to those answering most questions correctly. Plugs for your show are worked in during contest. Here are appropriate questions (correct answers appear in parentheses):

1. In what year did the San Francisco earthquake occur? (1906);
2. Which of the following figures represents approximately the number of lives lost in this catastrophe: 35,000; 10,000; 450; 100,000; 2,000? (450);
3. Who was elected President of the U.S. in 1904? (Theodore Roosevelt);
4. What two foreign countries were at war in 1904? (Russia and Japan);
5. What was the state of Montana noted for in the early 1900's? (silver mines);
6. Who said: "Speak softly and carry a big stick"? (Theodore Roosevelt);
7. Where did the name "Gibson Girl" originate? (Named after Charles Dana Gibson, who made drawings typical of the girls of the period);
8. Who built the first automobile? (Charles Duryea);
9. What was the Bull Moose Party? (Republican party started by Theodore Roosevelt);
10. What was the 'hour glass' style? (Name applied to the tight-waisted and puffed-sleeved dresses worn by women in the early 1900's, giving the effect of an hour-glass).



# "novel" ways to sell

## the Greatest Love Story Ever Told

### BIG BOOK TIEUP FEATURES 'THE SISTERS' With Scenes From Picture On Cover

Above, original Farrar & Rinehart Edition.

Above, new Grosset & Dunlap 75-cent edition

A tie-up of tried and proved value — Grosset & Dunlap is publishing two popular priced editions of "The Sisters" for a dollar and 75 cents. The book jacket for the 75-cent edition, shown at the upper right, is a grand plug for the picture. (Ad copy and scenes from the picture cover the entire back cover).

Tie in with your local book dealers, who will be in receipt of window cards from the publishers, and utilizing stunts suggested below, consummate this valuable tie-up.

For information regarding local dealers, write to:

MR. DONALD REED, GROSSET & DUNLAP  
1140 BROADWAY, NEW YORK CITY

**CHARACTERS FROM BOOK:** Set up giant copy of "The Sisters" on table in lobby. Ribbons lead from book to stills of the picture's stars on wall in back of table. Copy under each still is a description of the character, supposedly taken directly from the book.

**LITERARY GROUPS:** Contact heads and members of literary groups in town. Give them special stills, heralds, etc. to pass around at meetings. And don't forget the various women's clubs — they'll be particularly interested to learn that this great love story is now a motion picture.

**GIANT STILL BOOK:** You know the one about using a blowup book jacket for cover and arranging inside pages with stills and copy. Station pretty girl nearby to turn pages for onlookers.

**ON BOOK PAGE:** Book reviewer on local paper will also be interested in the film version of Brinig's popular novel. He might work in a plug for your show in his column. This page is also a good place for special ads.

**STUDENTS:** If yours is a college town, be sure to let students and faculty know that picture is based on Myron Brinig's best-seller. See "How To Tell Students" on page 12.

**BOOK DEALERS:** Arrange window displays in book stores of Myron Brinig's outstanding novels: "Singerman," "This Man Is My Brother," "Out of Life," "Wide Open Town," "May Flavin." Prominent spot goes to "The Sisters." Embellish display with stills and selling copy.

**WINDOW READER:** Gent in store window reads copy of "The Sisters." Sign tells folks that he's trying to read the book as quickly as possible so that he can rush to the Strand Theatre to see Bette Davis and Errol Flynn in the film version.

**COSTUME FLOAT** featuring blowup of book cover of "The Sisters" can be worked up effectively and inexpensively. Embellish float with 'Floradora' and 'Gibson' girls, who hand out heralds at busy street corners.

**FIRST 'SISTER' READER:** You're sure to find someone in town willing to claim the distinction of being the first reader of the Myron Brinig novel. Advertise for 'first reader' in local papers. Stunt should be good for newspaper breaks.

**BOOK MARKS** are always welcomed by libraries and book stores so don't overlook this inexpensive way to sell your show. Book marks can be made up locally from one of the smaller ads.



# TIE-UPS

NATIONAL

## ANITA LOUISE AND "THE SISTERS" FEATURED IN CAKE FLOUR PROMOTION WITH LOCAL STORES . . .



SOFTASILK, Betty Crocker's Super Cake Flour, distributed by General Mills, is found in practically every grocery store in America. A photograph of Anita Louise, with ample credit for the picture, is printed on the box containers (see cut). This national promotion opens a vast field for local grocery store and theatre lobby tie-ups:— Store window and counter displays. Lobby displays (see cut). Betty Crocker recipe for cake as served by Anita Louise, taken from the side of the container, may be blown up for your lobby.

General Mills will be supplied with playdates of local showings of "The Sisters." A follow-up bulletin goes to every salesman, who is instructed to contact stores and theatres in his territory in an effort to effect this splendid tie-up. Contact your local grocer or write direct to:—

MR. WAYNE TISS  
B. B. D. & O., Inc.  
Northwestern Bank Bldg.  
Minneapolis, Minn.



Above, Softasilk box featuring Anita Louise and "The Sisters."

At right, typical lobby set-up showing display.

### WHITLEY TAILLEURS FEATURES A NEW JANE BRYAN SUIT



There are 1500 accounts throughout the country selling Whitley Tailleurs merchandise. Display material, crediting the picture and Jane Bryan (above), have been supplied dealers.

Write for name of local dealer to:

Mr. Arthur Leeds, WHITLEY TAILLEURS  
214 West 39th St. New York City

### CALIFORNIA SPORTS JACKET



Get in on this extra window display possibility. This tie-up features Anita Louise and credits "The Sisters." 11"x 14" counter card (shown above) and other display material, have been supplied to over 600 dealers.

For list of dealers in your locality contact:

CALIFORNIA SPORTWEAR CO.  
1030 Maple Avenue Los Angeles, Calif.



# Accessories:



## 50 x 30 STANDEE

A new accessory, this novel standee received a warm welcome when brought out for "Valley Of The Giants," and is therefore continued. Made in beautiful colors on sunfast, heavy stock, this standee is versatile, being easily adaptable for use out front, in lobby, mezzanine, and store windows.

Price \$1.25 each; Order from your Vitagraph Exchange.

Also:-

## 40 x 54 Bannerette

Complete with tassel, cord, stick and fringe. In color on rich satin stock.

Price \$1.75; Order from your Vitagraph Exchange.

COLORED

11 x 14's

Set of Eight  
(only four shown)

Rental: 35c



8 x 10  
COLOR GLOS

Set of Ten  
(only three shown)

Rental: 9c each



INSERT CARD  
Rental: 12c each



40 x 60 Full Color  
PHOTO GELATIN  
Rental: 75c



22 x 28's  
Rental: 20c each



27 x 41  
Full Color  
PHOTO GELATIN  
Rental: 50c



9" x 12"  
Full Color  
HERALD



Herald open — 9" x 12"



Herald closed — 9" x 6"

For a simple, inexpensive way to flash your showing of "The Sisters," this 9" x 12" colorful herald is the thing to use. It sells the strong combination of Flynn and Davis together for the first time, indubitable boxoffice; the already well-heralded title from the book, and the big supporting cast. All add up to a neat selling job. And there's ample space on the cover's reverse side for theatre or cooperative imprint.

\$3.25 per M — 5M and over; \$3.50 per M — less than 5M

8x10 SEPIA FAN FOTOS  
\$5.50 per M; \$3.00 for 500;  
\$1.50 for 250.



Fan Fotos of Errol Flynn (2 styles) and of Anita Louise also available.



SLIDE ..... 15c each

**NEW!! PHOTO-ART SPECIAL**

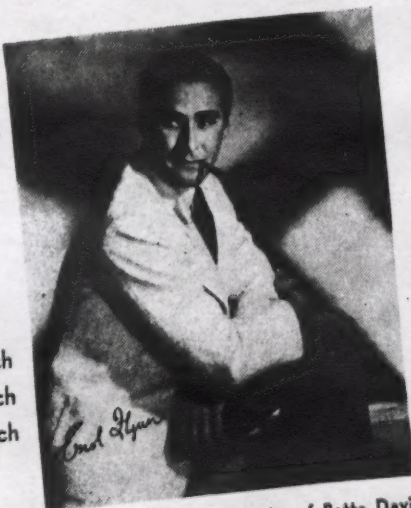
New eye-catching display... with stills... catch-lines... three-in-one 40 x 60.

Write for details to:

**AMERICAN DISPLAY CO., Inc.**  
525 WEST 43rd STREET, NEW YORK CITY

11 x 14  
Color Glos  
STAR  
PORTRAITS

1 to 9.....35c each  
10 to 24.....30c each  
25 and over...20c each



Star Portrait of Bette Davis and Ian Hunter also available.



Colors shown on this page are not the full color reproduction of the finished lithographed posters. However, their punchy effectiveness is readily recognized.

# ERROL FLYNN · BETTE DAVIS

## The SISTERS



ANITA LOUISE · IAN HUNTER · DONALD CRISP  
BEULAH BONDI · JANE BRYAN  
ALAN HALE · DICK FORAN  
HENRY TRAVERS · PATRIC KNOWLES



An Anatole Litvak Production  
FROM THE NOVEL BY MYRON BRINIG  
SCREEN PLAY BY FELDER HALLS · MUSIC BY MAX OPPENHEIM

A WARNER BROS. PICTURE

24 - SHEET 1 to 4 . . . . . \$2.40 Each  
10 to 24 . . . . . \$2.00 Each

5 to 9 . . . . . \$2.25 Each  
25 and over . . \$1.75 Each



SIX-SHEET . . . . . Rental 48c Each  
Same Design for Regular and Jumbo Window Cards



THREE-SHEET — Rental 24c Each



ONE-SHEET — Rental 8c Each  
Same Design for Midget Card — 4c each

### SPECIAL QUANTITY PRICES (for posting or sniping)

ONE-SHEETS		THREE-SHEETS		SIX-SHEETS	
50 to 99	11c each	50 to 99	32c each	25 to 49	80c each
100 & over	9c each	100 & over	28c each	50 to 99	70c each
				100 & over	60c each
REGULAR WINDOW CARDS			JUMBO WINDOW CARDS		
1 to 49	7c each	1 to 49	10c each		
50 to 99	6c each	50 to 99	8 1/2c each		
100 & over	5 1/2c each	100 to 199	7c each		
		200 & over	6 1/2c each		



Cash in with this gigantic money-making Quiz Contest for your showing of "The Sisters"



*This Question May Mean \$50,000. To One Of Your Patrons! Exploit It In A Big Way With Your Exploitation Of "The Sisters." . . . . .*

"To what song does Bette Davis waltz with Dick Foran at the first election ball in Silverbow, Montana?" *(check one)*

"In Lilac Time, I Know You're Mine" ( )

"On The Sidewalks of New York" ( )

"In My Merry Oldsmobile" ( )

"Waltz Me Around Again, Willie" ( )

*The Above Is Carried In 2 col. — 3 col. — 4 col. and 5 col. Ads Of This Campaign Plan — Ready For Your Use*

**THE SISTERS** ranks among the top motion pictures advertised in the wide-spread Industry campaign as

**"YOUR BEST ENTERTAINMENT"**



**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA**  
**HISTORY**  
DIGITAL LIBRARY 

[www.mediahistoryproject.org](http://www.mediahistoryproject.org)